

**Rapid Repair is a global Akzo Nobel program designed to enable Sikkens users to better capture the expanding minor damage / customer pay market segment.**

**The Rapid Repair program is comprised of 5 components:**

**1. Rapid Repair Business Training**

**2. Rapid Repair Estimating Tool**

**3. Rapid Repair Technical Training**

**4. Rapid Repair Tool Cart**

**5. Rapid Repair Marketing Tools**



## Rapid Repair - *Technical Training*

(16 hours)

### Prerequisite

Sikkens Product Training, Rapid Repair Tool Cart or equivalent

### Target Audience

Refinish Technicians

The collision industry is experiencing a growing segment of auto repair that focuses exclusively on small, minor, cosmetic damage. Many vehicle owners are faced with minor dings and scrapes on their second largest investment. This damage is purely cosmetic in nature but creates an annoying eyesore. High insurance deductibles and/or fear of increased premiums prevents many from having this minor damage repaired. Most do not want to pay a traditional body shop to repaint the entire bumper just to fix a scrape on one side. They want a speedy repair that doesn't bust their budget.

The market is changing and you have to be prepared to change with it. If your customers are changing how they pay and what they expect to get in return, what are you going to do differently to address this change?

### Are You Experiencing:

- Increase in minor damage / customer pay traffic
- Difficulty keeping small repairs small and costs low
- Applying traditional repair methods to minor damage repairs

### This Course Will Provide:

- Specialized repair techniques designed to keep small repairs small
- Use of specialized tools to assist in keeping small repairs small
- Ability to decide when to use Rapid Repair vs traditional repair methods
- Rapid Repair Painter Certification

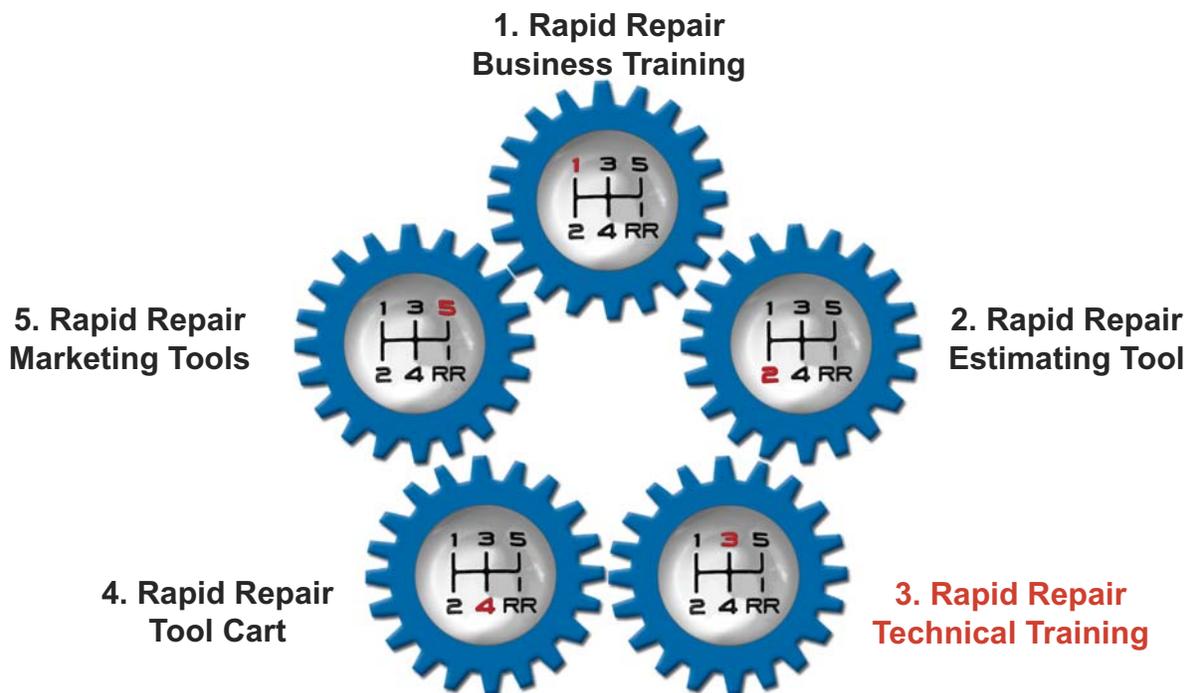
### Why We Are Different!

Painters learn by spraying automotive shells, not just panels, so they see first hand how the paint system performs when blending on body contours. With Akzo Nobel's Technical Training courses, your painters will improve their productivity because we'll give them the problem-solving skills they need to complete their work effectively and efficiently.

Sikkens Technical Training courses are taught in state-of-the-art facilities and give painters the problem-solving skills they need to:

- Reduce application errors
- Decrease paint material waste
- Increase daily throughput





**Investment Analysis\***

**Rapid Repair Program (assumes application of all 5 program components)**

**Assumptions**

Current Sales (Monthly)	\$100,000
Current Efficiency	150%
Current Gross Profit Margin	39%
Current Overhead Expense to Sales	28%

Profit Drivers	Service Impact	Monthly Profit Change
Sales	5%	\$1,950.00
Efficiency**	2.0%	\$520.00
Direct Cost (as a % of sales)	N/A	\$0.00
Overhead Expense (as a % of sales)	N/A	\$0.00
<i>Total</i>		<i>\$2,470.00</i>

**Investment**

Service Cost	\$8,700.00
Salary & Benefits (service execution)	\$450.00
Travel	\$500.00
Salary & Benefits (implementation)	\$0.00
Other Implementation Costs	\$0.00
<i>Total</i>	<i>\$9,650.00</i>

**Your Potential Return on Investment**

Annual Operating Income Improvement	\$29,640.00
Investment	\$9,650.00
Return on Investment (\$)	\$19,990.00
Return on Investment (%)	207%
Investment Breakeven in Business Days	82



\* This analysis is not a financial guarantee. It assumes proper and complete implementation of concepts and recommendations offered.  
 \*\* Profit improvement from an increase in efficiency is expressed through an increase in sales.